

01-Oct-91

ANNUAL CATEGORY SHARES

Total Filter

AR	NON-MENTHOL				MENTHOL				TOTAL FILTER				Non- Filter
	85's	100's	120's	Tot.	85's	100's	120's	Tot.	85's	100's	120's	Tot.	
INDUSTRY VOLUME (in \$000,000)													
1970	226,369	64,884		291,253	90,174	31,561		121,735	316,543	96,445		412,988	105,255
1971	235,552	72,811		308,362	91,107	36,486		127,593	326,659	109,296		435,955	99,025
1972	244,518	79,013		323,532	95,069	39,534		134,603	339,587	118,548		458,135	91,715
1973	251,749	85,076		336,825	101,567	44,678		146,245	353,316	129,754		483,070	87,530
1974	254,356	91,153		345,509	106,122	49,916		156,038	360,478	141,069		501,548	80,902
1975	254,882	93,098	4,551	352,531	107,935	51,898	3,192	163,025	362,817	144,997	7,743	515,557	75,542
1976	262,083	92,777	5,974	360,834	111,536	51,616	3,943	167,095	373,619	144,394	9,917	527,929	69,479
1977	258,894	101,442	6,130	366,465	110,577	56,490	3,966	171,033	369,470	157,932	10,096	537,499	63,461
1978	253,418	111,994	6,152	371,563	108,677	60,007	4,041	172,725	362,095	172,001	10,192	544,288	58,801
1979	254,509	119,600	6,343	380,452	107,280	63,246	4,208	174,735	361,789	182,846	10,551	555,187	54,707
1980	254,208	129,571	6,660	390,439	104,101	66,913	4,440	175,454	358,309	196,484	11,101	565,893	50,817
1981	254,788	136,948	7,392	399,128	102,429	71,293	5,074	178,796	357,217	208,241	12,467	577,924	48,552
1982	250,354	140,703	7,779	398,836	98,760	74,490	5,352	178,602	349,114	215,193	13,131	577,438	44,868
1983	239,340	141,423	7,748	388,510	89,335	72,469	5,245	167,049	328,675	213,892	12,992	555,560	40,406
1984	239,100	147,406	7,676	394,181	88,395	74,303	5,217	167,915	327,495	221,708	12,894	562,097	37,601
1985	238,651	147,128	7,969	393,748	87,063	73,623	5,650	166,336	325,714	220,751	13,619	560,084	34,611
1986	232,831	146,705	8,554	388,091	84,264	71,520	6,110	161,894	317,095	218,225	14,665	549,985	31,948
1987	228,071	146,727	8,379	383,177	81,116	70,570	5,985	157,671	309,186	217,297	14,365	540,848	29,186
1988	225,241	144,694	8,032	377,967	78,706	69,335	5,578	153,619	303,947	214,029	13,610	531,586	26,217
1989	214,252	137,023	7,592	358,867	71,627	65,344	5,236	142,207	285,879	202,367	12,828	501,074	22,514
1990	217,021	139,428	7,149	363,598	67,522	64,809	4,957	137,288	284,544	204,237	12,106	500,886	20,925
1991	213,013	137,285	6,857	357,155	65,113	62,319	4,774	132,206	278,126	199,605	11,631	489,362	18,538
1992	209,760	134,870	6,587	351,217	62,606	60,526	4,557	127,688	272,365	195,396	11,144	478,906	16,394
1993	204,437	131,869	6,275	342,581	59,683	58,055	4,311	122,049	264,121	189,924	10,586	464,630	14,370
1994	200,619	130,368	6,026	337,013	57,453	55,912	4,110	117,476	258,073	186,279	10,136	454,488	12,612
1995	196,730	128,633	5,785	331,149	55,298	54,068	3,917	113,283	252,028	182,701	9,702	444,431	11,069

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01-Oct-91

ANNUAL CATEGORY SHARES

"Marketed" Total Low Tar (For Analysis Purposes)

YEAR	LOW TAR NON-MENTHOL				LOW TAR MENTHOL				TOTAL LOW TAR			
	85's	100's	120's	Tot.	85's	100's	120's	Tot.	85's	100's	120's	Tot.
INDUSTRY VOLUME												
(in 000,000)												
1970	13,682			13,682								
1971	17,440			17,440	6,420			6,420	23,860			23,860
1972	21,334			21,334	7,918			7,918	29,252			29,252
1973	26,076			26,076	7,817	114		7,931	33,894	114		34,008
1974	29,239	524		29,763	9,610	349		9,960	38,849	874		39,723
1975	35,761	1,478		37,239	12,590	1,182		13,773	48,352	2,660		51,012
1976	61,712	4,122		65,834	22,940	2,151		25,091	84,653	6,273		90,925
1977	79,807	20,733		100,541	28,906	10,397		39,303	108,714	31,130		139,843
1978	92,092	42,880		134,971	37,572	21,289		58,861	129,664	64,169		193,833
1979	103,194	56,354	854	160,402	41,229	27,445	427	69,101	144,423	83,799	1,281	229,503
1980	107,863	69,750	1,665	179,278	41,690	34,042	802	76,534	149,552	103,792	2,467	255,811
1981	111,262	77,934	2,193	191,388	41,661	38,403	1,316	81,379	152,923	116,337	3,508	272,768
1982	111,891	83,265	2,738	197,893	40,077	42,628	1,556	84,260	151,967	125,893	4,294	282,154
1983	112,101	89,216	3,039	204,357	36,831	43,446	1,669	81,945	148,932	132,662	4,708	286,302
1984	109,925	94,273	3,118	207,316	35,682	45,277	1,799	82,758	145,607	139,550	4,918	290,074
1985	111,327	94,973	3,747	210,046	33,600	45,197	2,319	81,116	144,927	140,170	6,066	291,163
1986	109,927	97,008	4,481	211,416	33,694	44,518	2,968	81,180	143,621	141,526	7,449	292,596
1987	107,736	96,564	4,731	209,031	32,321	44,691	3,078	80,090	140,057	141,254	7,809	289,121
1988	107,042	95,607	4,797	207,447	31,181	44,290	3,068	78,539	138,224	139,897	7,865	285,986
1989	103,042	90,424	5,184	198,649	27,645	41,049	3,351	72,046	130,688	131,473	8,534	270,695
1990	105,771	92,308	4,801	202,880	26,665	41,223	3,079	70,966	132,436	133,531	7,879	273,846
1991	105,288	91,473	4,876	201,636	25,801	40,023	3,098	68,922	131,089	131,495	7,974	270,558
1992	105,152	90,541	4,804	200,497	25,062	38,931	3,071	67,064	130,214	129,471	7,875	267,561
1993	103,416	88,663	4,694	196,773	24,190	37,554	3,018	64,761	127,606	126,217	7,712	261,534
1994	101,875	87,581	4,624	194,080	23,542	36,527	2,989	63,059	125,416	124,108	7,614	257,139
1995	100,256	86,636	4,555	191,447	22,866	35,529	2,961	61,356	123,122	122,165	7,516	252,803

01-Oct-91

ANNUAL CATEGORY SHARES

Ultra Low Tar

AR	NON-MENTHOL				MENTHOL				TOTAL ULTRA LOW TAR			
	85's	100's	120's	Tot.	85's	100's	120's	Tot.	85's	100's	120's	Tot.
INDUSTRY VOLUME (in 000,000)												
1970												
1971												
1972												
1973												
1974												
1975	3,901	355		4,256	1,419	296		1,714	5,320	650		5,970
1976	9,499	358		9,857	3,584	299		3,883	13,083	657		13,740
1977	12,800	1,082		13,882	4,988	300		5,288	17,788	1,382		19,171
1978	13,087	3,015		16,102	5,247	844		6,091	18,334	3,860		22,194
1979	20,919	6,221		27,140	6,831	1,952		8,782	27,750	8,173		35,923
1980	23,558	13,876		37,434	7,339	4,317		11,656	30,897	18,193		49,090
1981	26,124	19,108	251	45,482	8,645	7,017	188	15,850	34,769	26,124	439	61,332
1982	23,399	21,470	622	45,491	8,526	9,397	373	18,296	31,924	30,866	996	63,786
1983	21,753	23,839	715	46,307	7,152	9,774	477	17,402	28,904	33,612	1,192	63,709
1984	19,310	24,288	780	44,378	6,357	10,855	480	17,691	25,667	35,142	1,259	62,069
1985	18,079	24,680	833	43,591	5,769	10,586	476	16,830	23,847	35,265	1,308	60,421
1986	17,342	25,314	873	43,529	5,296	10,067	466	15,829	22,637	35,382	1,338	59,357
1987	16,702	27,248	855	44,805	4,845	10,147	399	15,391	21,547	37,394	1,254	60,196
1988	16,790	28,894	892	46,577	4,853	10,319	502	15,674	21,643	39,214	1,395	62,251
1989	15,917	28,117	1,100	45,133	4,555	10,053	524	15,132	20,472	38,170	1,623	60,265
1990	16,228	30,422	1,044	47,694	4,227	9,967	574	14,767	20,455	40,388	1,618	62,461
1991	16,608	30,677	1,067	48,352	4,165	9,904	559	14,628	20,773	40,581	1,625	62,980
1992	16,989	31,055	1,040	49,084	4,012	9,757	545	14,314	21,001	40,813	1,585	63,398
1993	16,957	30,896	1,006	48,858	3,832	9,532	527	13,891	20,789	40,428	1,533	62,749
1994	17,002	30,969	981	48,952	3,737	9,389	514	13,639	20,739	40,357	1,495	62,591
1995	17,081	31,065	957	49,103	3,735	9,292	501	13,528	20,816	40,357	1,458	62,631

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01-Oct-91

ANNUAL CATEGORY SHARES

Flavor Low 7-15mg.

AR	LOW TAR NON-MENTHOL				LOW TAR MENTHOL				TOTAL LOW TAR			
	85's	100's	120's	Tot.	85's	100's	120's	Tot.	85's	100's	120's	Tot.
DUSTRY VOLUME												
(in 000,000)												
1970												
1971												
1972												
1973												
1974												
1975	31,860	1,123		32,983	11,172	887		12,058	43,032	2,010		45,042
1976	52,213	3,764		55,977	19,356	1,852		21,208	71,569	5,616		77,185
1977	67,007	19,651		86,658	23,918	10,096		34,014	90,925	29,748		120,673
1978	79,005	39,864		118,869	32,326	20,445		52,770	111,330	60,309		171,639
1979	82,275	50,133	854	133,262	34,398	25,494	427	60,319	116,673	75,627	1,281	193,580
1980	84,304	55,874	1,665	141,843	34,351	29,725	802	64,878	118,655	85,599	2,467	206,721
1981	85,138	58,826	1,942	145,906	33,015	31,386	1,128	65,529	118,153	90,213	3,070	211,436
1982	88,492	61,795	2,116	152,403	31,551	33,231	1,182	65,964	120,043	95,026	3,298	218,367
1983	90,348	65,377	2,324	158,050	29,679	33,672	1,192	64,543	120,028	99,050	3,516	222,593
1984	90,614	69,985	2,339	162,938	29,325	34,423	1,319	65,067	119,940	104,407	3,658	228,005
1985	93,248	70,293	2,914	166,455	27,832	34,611	1,844	64,287	121,080	104,904	4,758	230,742
1986	92,586	71,694	3,608	167,888	28,398	34,450	2,502	65,351	120,984	106,145	6,110	233,239
1987	91,034	69,316	3,876	164,227	27,476	34,544	2,679	64,699	118,510	103,860	6,555	228,926
1988	90,253	66,713	3,905	160,870	26,328	33,970	2,566	62,864	116,581	100,683	6,471	223,735
1989	87,125	62,307	4,084	153,516	23,090	30,996	2,827	56,914	110,215	93,303	6,911	210,430
1990	89,543	61,887	3,757	155,187	22,438	31,256	2,505	56,199	111,981	93,143	6,262	211,386
1991	88,679	60,796	3,809	153,284	21,637	30,118	2,540	54,295	110,316	90,914	6,349	207,579
1992	88,163	59,486	3,764	151,413	21,050	29,173	2,526	52,749	109,214	88,659	6,290	204,163
1993	86,459	57,767	3,688	147,915	20,358	28,022	2,491	50,870	106,817	85,789	6,179	198,785
1994	84,872	56,613	3,643	145,128	19,805	27,139	2,476	49,419	104,677	83,751	6,119	194,547
1995	83,174	55,571	3,598	142,344	19,131	26,237	2,460	47,828	102,305	81,808	6,058	190,171

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01-Oct-91

ANNUAL CATEGORY SHARES

"Marketed" Total Full Flavor

AR	FULL FLAVOR NON-MENTHOL				FULL FLAVOR MENTHOL				TOTAL FULL FLAVOR			
	85's	100's	120's	Tot.	85's	100's	120's	Tot.	85's	100's	120's	Tot.
INDUSTRY VOLUME												
(in 000,000)												
1970												
1971	218,111	72,811		290,922	84,687	36,486		121,173	302,799	109,296		412,095
1972	223,184	79,013		302,198	87,151	39,534		126,685	310,335	118,548		428,883
1973	225,672	85,076		310,749	93,750	44,564		138,313	319,422	129,640		449,062
1974	225,117	90,629		315,746	96,512	49,566		146,078	321,629	140,196		461,825
1975	219,120	91,620	4,551	315,292	95,344	50,716	3,192	149,252	314,465	142,337	7,743	464,545
1976	200,371	88,655	5,974	295,000	88,596	49,465	3,943	142,004	288,966	138,121	9,917	437,004
1977	179,086	80,709	6,130	265,925	81,670	46,094	3,966	131,730	260,757	126,803	10,096	397,655
1978	161,326	69,114	6,152	236,592	71,104	38,718	4,041	113,863	232,431	107,832	10,192	350,455
1979	151,315	63,246	5,489	220,050	66,052	35,801	3,781	105,634	217,366	99,047	9,270	325,683
1980	146,345	59,821	4,995	211,162	62,411	32,871	3,639	98,920	208,756	92,692	8,634	310,082
1981	143,526	59,014	5,200	207,739	60,768	32,890	3,759	97,417	204,294	91,904	8,959	305,156
1982	138,463	57,439	5,041	200,943	58,683	31,862	3,796	94,342	197,147	89,301	8,837	295,284
1983	127,239	52,207	4,708	184,153	52,505	29,024	3,576	85,104	179,743	81,230	8,284	269,257
1984	129,175	53,133	4,558	186,866	52,713	29,025	3,418	85,157	181,888	82,159	7,976	272,023
1985	127,324	52,155	4,222	183,701	53,463	28,426	3,330	85,220	180,787	80,581	7,553	268,921
1986	122,904	49,697	4,074	176,675	50,570	27,002	3,142	80,714	173,474	76,699	7,216	257,389
1987	120,334	50,163	3,648	174,145	48,795	25,880	2,907	77,582	169,129	76,043	6,555	251,727
1988	118,198	49,087	3,235	170,520	47,525	25,045	2,510	75,080	165,723	74,132	5,745	245,601
1989	111,210	46,599	2,409	160,218	43,981	24,294	1,885	70,161	155,191	70,894	4,293	230,379
1990	111,250	47,120	2,348	160,718	40,858	23,586	1,879	66,322	152,108	70,705	4,227	227,040
1991	107,726	45,813	1,981	155,519	39,311	22,297	1,676	63,284	147,037	68,109	3,657	218,803
1992	104,607	44,329	1,783	150,720	37,544	21,595	1,486	60,625	142,151	65,924	3,269	211,345
1993	101,021	43,206	1,581	145,808	35,494	20,501	1,293	57,288	136,515	63,707	2,874	203,096
1994	98,745	42,786	1,401	142,933	33,911	19,385	1,121	54,417	132,656	62,171	2,522	197,350
1995	96,475	41,997	1,230	139,702	32,432	18,539	957	51,927	128,907	60,536	2,186	191,629

DUSTRY VOLUME
N 000,000)

1970

1971

1972

1973

1974

1975	51,189	3,724	1,832	56,746	311,627	141,273	5,911	458,811
1976	53,886	5,735	2,210	61,832	319,733	138,658	7,707	466,098
1977	51,622	6,250	2,284	60,156	317,848	151,682	7,812	477,343
1978	51,142	5,910	2,292	59,344	310,953	166,091	7,900	484,944
1979	50,255	6,953	2,257	59,465	311,534	175,893	8,295	495,722
1980	49,028	12,458	2,467	63,953	309,280	184,026	8,634	501,940
1981	52,812	16,414	3,070	72,295	304,405	191,827	9,397	505,629
1982	54,514	22,590	3,298	80,402	294,600	192,604	9,832	497,036
1983	58,226	27,593	3,516	89,335	270,449	186,299	9,476	466,224
1984	60,929	33,943	3,658	98,530	266,566	187,765	9,235	463,567
1985	63,870	35,444	4,758	104,072	261,844	185,307	8,861	456,012
1986	67,039	35,672	6,110	108,821	250,057	182,552	8,554	441,163
1987	68,518	37,109	6,270	111,898	240,668	180,188	8,094	428,951
1988	72,738	40,775	6,080	119,593	231,209	173,254	7,530	411,993
1989	75,187	40,212	6,074	121,472	210,692	162,155	6,754	379,601
1990	77,489	39,971	5,896	123,356	207,055	164,266	6,210	377,530
1991	79,639	39,819	5,993	125,451	198,487	159,785	5,638	363,910
1992	81,427	39,723	5,894	127,044	190,938	155,673	5,250	351,861
1993	82,196	39,230	5,748	127,175	181,924	150,693	4,838	337,456
1994	83,471	39,003	5,652	128,126	174,602	147,277	4,484	326,363
1995	84,586	38,718	5,557	128,861	167,442	143,984	4,145	315,570

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